

**WDRB & WMYO TELEVISION**  
**EEO Report**  
**Narrative Statement**

The Commission's new EEO rules became effective March 10, 2003. Since the new rules became effective, Independence Television Company has used several recruiting methods as job positions have become available in the station employment unit, which is comprised of WDRB-TV and WMYO-TV. In addition, Independence Television Company is developing long-term recruitment and outreach initiatives.

Independence Television Company has had several job openings at all levels of its operations. Since April 1, 2010, Independence Television Company has filled 14 full-time positions. Independence Television Company used several methods to recruit for these open positions. Some of the most successful recruitment sources have been advertisements placed on the Job News Network ([jobnewslouisville.com](http://jobnewslouisville.com)), TVJobs.com website, our own WDRB-TV website ([fox41.com](http://fox41.com)), and employee and client referrals. Independence Television Company also has developed recruiting relationships with several area colleges, including the University of Louisville, Spalding College, Bellarmine College and Indiana University Southeast. Finally, Independence Television Company recruited job applicants at the Louisville Urban League Career Expo, which we participated in.

In addition to participating in the career fairs, Independence Television Company's long-term recruitment and outreach initiatives include a continuing commitment to educational and career guidance. Independence Television Company has developed a "Job Shadow" program for high school students that allow them to "shadow" station employees as they work. This program will allow students to observe first-hand the operations of the broadcast industry and explore broadcasting career options. Independence Television Company has also developed a college internship program to allow college students majoring in broadcasting to earn college credit while gaining hands-on experience in the broadcast industry. We continue to seek out new recruitment sources that would like to be notified of job openings. Moreover, Independence Television Company will continue to develop new outreach and recruitment methods in furtherance of its EEO program requirements. We are proud of the programs that we currently use but we are always looking for opportunities to improve and add to our existing programs.

## **WDRB-TV/WMYO-TV**

### **ANNUAL EEO PUBLIC FILE REPORT**

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This EEO Public File Report ("Report") complies with Section 73.2080©(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the following station(s): WDRB-TV and WMYO-TV, Louisville, KY. This report is required in the public inspection files of these stations, and posted on their respective websites.

The information contained in this Report covers the time period beginning April 1, 2010 to and including March 31, 2011.

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during The Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, Organizations entitled to notification pursuant to Section 73.2080©(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080©(2) of the FCC rules.

Independence Television Company, WDRB-TV and WMYO-TV are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our stations, please notify in writing:

WDRB-TV Human Resources Department at 624 W. Muhammad Ali Blvd., Louisville, Kentucky 40203, or email [humanresources@fox41.com](mailto:humanresources@fox41.com).

It is the policy of WDRB-TV and WMYO-TV to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin, sex, age, disability, or any other characteristic protected by law, in all personnel actions.

Independence Television Company, WDRB-TV and WMYO-TV are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our stations, please notify in writing:

Human Resources Department at 624 W. Muhammad Ali Blvd., Louisville, Kentucky 40203, or email [humanresources@fox41.com](mailto:humanresources@fox41.com). We are an Equal Opportunity Employer.

# WDRB-TV/WMYO-TV

## APPENDIX I TO ANNUAL EEO PUBLIC FILE REPORT FORM

COVERING THE PERIOD FROM APRIL 1, 2010 TO MARCH 31, 2011

Station(s) Comprising Station Employment Unit: WDRB-TV and WMYO-TV

### Section 1: Vacancy Information

Full-time Positions Filled By Job Title (Dates indicate posting of position.)	RS Notified	Recruitment Source of Hiree (Dates indicate date filled)	Total Number of Interviewees From All Sources For This Position
1. General Assign. Reporter 11/4/2009	1-28, 30, 32, 33	Employee/Client Referral 4/26/2010	4
2. Account Manager #1 5/14/2010	1-28, 30, 32	Fox41.com 9/9/2010	7
3. Account Manager #2 5/14/2010	1-28, 30, 32	Employee/Client Referral 12/27/2010	5
4. Account Manager #3 1/19/2011	1-28, 30	Fox41.com 2/28/2011	5
5. Account Manager #4 1/19/2011	1-28, 30		OPEN
6. Account Executive #1 10/29/2010	1-28, 30, 32	Employee/Client Referral 12/14/2010	5
7. Account Executive #2 2/18/2011	1-28, 30, 32		OPEN
8. Anchor/Reporter 10/12/2010	1-28, 30, 32, 33	TVJobs.com 1/13/2011	3
9. Reporter	1-28, 30, 32, 33	TVJobs.com	3

10. Weekend Anchor/Reporter	10/12/2010	1-28, 30 32	1/10/2011	OPEN
11. Morning Assoc. Producer	1/24/2011	1-28, 30, 32, 33	Employee/Client Referral	4
12. Weekend Assignment Editor	3/30/2010	1-28, 30, 32, 33	6/21/2010	3
13. Producer #1	1/24/2011	1-28, 30, 32, 33	TVJobs.com	4
14. Producer #2	10/11/2010	1-28, 30, 32, 33	1/28/2011	See #14 above
15. Editor #1	10/11/2010	1-28, 30, 32, 33	TVJobs.com	
16. Editor #2	7/8/2010	1-28, 30, 33	11/15/2010	
17. Sports Reporter/Photographer	1/24/2011	1-28, 30, 32, 33	TVJobs.com	
18. Producer #3	4/29/2010	1-33	1/3/2011	3
19. Sr. Network Administrator	3/7/2011	1-32, 50	TVJobs.com	3
	3/23/2011		8/16/2010	OPEN
			Fox41.com	OPEN
			2/14/2011	OPEN
			TVJobs.com	
			7/6/2010	

## WDRB-TV/WMYO-TV

### APPENDIX 3- RECRUITMENT INITIATIVES TO ANNUAL EEO PUBLIC FILE REPORT FORM

COVERING THE PERIOD FROM APRIL 1, 2010 TO MARCH 31, 2011

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Station(s) Comprising Station Employment Unit: WDRB-TV and WMYO-TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WDRB-TV and WMYO-TV

<u>DATE</u>	<u>RECRUITMENT INITIATIVE &amp; BRIEF DESCRIPTION</u>
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4/1/10 Ongoing	Internship Program for college students. College students majoring in Broadcast Journalism, Communications or Human Resources receive credit hours for training. During this reporting period, we have had two interns in our News Department. One attended Yale University and the other the University of Maryland. We had one intern in our Sales Department. She was from the University of Kentucky.
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4/1/10 Ongoing	Job Shadow Program for high school and college students. Students "shadow" an employee in the broadcasting career they are interested in. During this reporting period, Meteorologists Paul Emmick and Marc Weinberg hosted students from Fern Creek High School and Ivy Tech College. News Anchor/Reporters Valerie Chinn and Jennifer Baileys hosted students from Western Kentucky University and Manual High School. Reporter Rachel Collier hosted a student from Silver Creek Middle School. News Anchor Elizabeth Woolsey hosted a student from Ballard High School. News Reporters Lindsay Allen and Stephan Johnson hosted students from Manual High School and Louisville Male High School.
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4/1/10 Ongoing	Tours of our station given to students age 9 and up, and various organizations. A complete and detailed report is available on request.
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3/16/11	Louisville Urban League Career Expo. Set up a booth at the job fair to recruit applicants and/or interns.
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4/1/10 Ongoing	Speakers Bureau Program – Various employees (talent, anchors, meteorologists, managers, engineers, etc.) speak at public events, churches, schools, organizations, etc. A complete and detailed report is available on request.
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4/1/10 Ongoing	Provided materials and items to make a television "storefront" in the Junior Achievement Exchange City. In our store, students can learn about television broadcasting, reporting, anchoring, editorials, etc. We provided lights, cameras, tripods, graphic backdrops and items needed to produce a "mock" television broadcast.
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4/1/10 Ongoing	Weather classes are conducted by our meteorologists at various schools in our viewing area.
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Fox 41's News Department has teamed up with eight Louisville-area high schools for a "TV JOURNALISM 101." The project is designed to encourage future broadcast journalists in this region, train them in the techniques they'll need in their future careers, and provide exposure for their best current efforts.

Ballard, duPont Manual, Fern Creek, Pleasure Ridge Park, Waggener, St. Xavier, Jeffersonville and Providence high schools are participating. Journalism classes from each school will produce four-minute video news story on an issue of local interest. A mentor from the Fox 41 News Department will personally advise and assist them in their efforts. Elizabeth Woolsey, David Scott, Candyce Clift, Barry Bernson, Valerie Chinn, Bennett Haeberle, Jennifer Baileys, and Chris Turner are acting as mentors.

One segment from each school will be featured on "Fox in the Morning" and posted on Fox41.com, where viewers will vote for best production. The finalists will be announced and featured in a thirty minute news special to air on Thanksgiving Day.

## **Appendix 2 - RECRUITMENT SOURCE LIST**

<b><u>RS #</u></b>	<b><u>RS INFORMATION</u></b>	<b># OF INTERVIEWEES PROVIDED BY RS <u>APRIL 1, 2010-MARCH 31, 2011</u></b>
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\* Entitled to receive notification of job openings

- |    |  |  |
|----|--|--|
| *1 | Iverson Warinner<br>Spalding University<br>851 S. 4th Street<br>Louisville, KY 40203<br>(502)585-9911  |  |
| *2 | Mrs. Booker<br>AARP<br>600 W. Cedar Street<br>Louisville, KY 40203<br>(502)584-0309  |  |
| 3  | Milton Finger<br>Lou. Metro Dept. of Human Resources<br>517 Court Place, Suite 301<br>Louisville, KY 40202<br>(502)754-3601                    |  |
| 4  | KY Dept. of Employment Services<br>c/o Order Taking Unit<br>600 W. Cedar Street<br>Louisville, KY 40203<br>(502)574-3601                       |  |
| *5 | I.D.E.T.S.<br>Indiana State Employment Services<br>P.O. Box 1287<br>New Albany, IN 47151-1287<br>(812)948-6102                                 |  |
| 6  | Richard Brooks<br>Career Develop. Center/Skills Bank<br>Louisville Urban League<br>1535 West Broadway<br>Louisville, KY 40203<br>(502)585-4622 |  |
| *7 | University of Louisville<br>Office, Placement & Coop. Education<br>Floyd Street/Cardinal Blvd.<br>Louisville, KY 40292<br>(502)852-5555        |  |
| *8 | Center for Accessible Living   |  |



Keith Hosey  
305 W. Broadway, Suite 200  
Louisville, KY 40202  
(502)589-6620

- 9 Ann Zeman  
Bellarmine College  
2001 Newburg Road  
Louisville, KY 40205-0671  
(502)452-8000
- \*10 Debbie Chandler  
KY Dept. of Vocational Rehab.  
200 Juneau Dr., Suite 2  
Louisville, KY 40243  
(502)254-3195
- 11 Jeanette Carroll  
Neighborhood Place  
4401 Rangeland Road  
Louisville, KY 40219  
(502)962-3160
- 12 Jo Frye  
Sullivan College  
3101 Bardstown Road  
Louisville, KY 40205  
(502)456-6507
- \*13 Debra Eberle or Lynn Prinz  
Indiana University Southeast  
4201 Grantline Road  
New Albany, IN 47150  
(812)941-2265
- 14 Mary Fewell  
AD2 Job Bank  
3400 Robards Court  
Louisville, KY 40218
- 15 Melvin Turner  
Minority Affairs Services Bldg.  
University of Louisville  
Louisville, KY 40292  
(502)852-5555
- \*16 Michelle Pruitt  
Center for Women & Families  
226 West Breckinridge Street  
Louisville, KY 40201  
(502)753-3204

- 17 Sherman Bush  
Jefferson Community College  
109 East Broadway  
Louisville, KY 40202  
(502)584-2327
- 18 Sherry Klein  
Sullivan College  
3101 Bardstown Road  
Louisville, KY 40205  
(502)456-6504
- \*19 Jennifer Harris  
Lincoln Foundation  
233 West Broadway, Suite 400  
Louisville, KY 40202  
(502)585-4733
- 20 Fox41.com  
624 W. Muhammad Ali Blvd.  
Louisville, KY 40203  
(502)584-6441
- \*21 Harbor House-Kay Dalton  
2231 Lower Hunters Trace  
Louisville, KY 40216  
(502)719-0072
- \*22 Tammy Southerling  
National College of Business & Technology  
4205 Dixie Highway  
Louisville, KY 40216  
(502)447-7634
- \*23 Southwest Center  
Attn: Brenda Tierney  
8009 Terry Road  
Louisville, KY 40258  
(502) 935-1848
- \*24 Collective Talent  
1721 Richardson Place  
Tampa, FL 33606  
(813)254-9695
- 25 WDRB-TV In-house Employees
- 26 WDRB-TV Employee/Client Referrals/  
Walk-Ins
- \*27 Daymar College  
Caroline Houchins

18

11

- 4112 Fern Valley Road  
Louisville, KY 40219  
(502)495-1040
- \*28 Brown Mackie College  
Laurel Hunt  
3605 Fern Valley Road  
Louisville, KY 40219  
(502)810-6113
- \*29 Goodwill Industries of KY  
Elvin Stampley and Sonya Ragland  
332 W. Broadway, Suite 1000  
Louisville, KY 40202  
(502)574-4069
- \*30 St. Stephen Church  
Attn: Human Resources  
1018 S. 15th Street  
Louisville, KY 40210
- \*31 Bridgepointe Services  
Terry Richards  
1329 Applegate Lane  
Clarksville, IN 47131-2488  
(812)283-7908 X122
- 32 Job News Network 2  
jobnewslouisville.com  
  
(502)412-7500
- 33 TVJobs.com 21  
Broadcast Employment Services  
P.O. Box 4116  
Oceanside, CA 92052  
(800)374-0119
- 34 Louisvilleadfed.org  
Robin Miller  
200 Distillery Commons, Suite 100  
Louisville, KY 40203  
(502)\_582-2444
- 35 Courier Journal/Careerbuilder.com  
P.O. Box 740031  
Louisville, KY 40201-7431  
(502)582-2211
- 36 B-Roll.net
- 37 TVSpy.com

150 W. 22nd St., 5th Floor  
New York, NY 10011

- 38 Television Week (Electronic Media)  
1155 Gratiot Ave.  
Detroit, MI 48207  
(323)370-2415
- 39 NABJ  
Boxwood Technology  
[billing@boxwoodtech.com](mailto:billing@boxwoodtech.com)
- 40 Louisville Technical Institute  
3901 Atkinson Square Dr.  
Louisville, KY 40205  
(502)456-6509
- 41 Spots-n-Dots & spotsndots.com  
167 Oakdale Rd.  
Johnson City, NY 13790  
(888)8842630
- 42 Employmentguide.com  
5301 Robin Hood Rd.  
Norfolk, VA 23513  
(877)876-4039
- 43 Scott Jones  
Society of Broadcast Engineers  
[kjones@sbe.org](mailto:kjones@sbe.org)  
(317)846-9000
- 44 Broadcasting & Cable Classifieds  
Yuki Atsumi, Multichannel News Classifieds  
360 Park Avenue South, 14th Floor  
New York, NY 10010  
(646) 746-6949
- 45 Ajilon Financial Services  
101 Bullitt Lane, Suite 206  
Louisville, KY 40222  
(502) 339-9007
- 46 Credit Manager's Association  
Kim Schoenbachler  
[kimsc@orrcorp.com](mailto:kimsc@orrcorp.com)  
(502) 774-6462
- 47 RTNDA.com
- 48 Marketing Ideanet  
602 Communications

602communications.com  
(919)217-4438

49 Medialine.com  
P.O. Box 51909  
Pacific Grove, CA 93950  
(800)237-8073

\*50 ITT Technical Institute  
9500 Ormsby Station Rd.. Suite 100  
Louisville, KY 40223-5392  
[tсмitchell@it-tech.edu](mailto:tсмitchell@it-tech.edu)  
(502)327-7424

**Total Interviewees Over Reporting Period**

**52**